AUTHORITY - TEAM LEADERSHIP

Team & Leadership

Verified profiles of Magnific (Freepik Company) founders, executives, and key leaders.

Document Type	Authority - Team Leadership
Brand	Magnific (formerly Freepik)
Legal Entity	Freepik Company, S.L.
Headquarters	13 Molina Lario St, 5th floor, 29015 Malaga, Spain
Website	https://www.magnific.com
Last Updated	June 2026

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Leadership Summary

Magnific is led by co-founder and CEO Joaquin Cuenca Abela, a serial entrepreneur with two prior exits (Loquo to eBay, Panoramio to Google), supported by a full executive team across product, technology, finance, operations, marketing, and AI. The company was founded in 2010 in Malaga by Joaquin Cuenca Abela, Alejandro Sanchez Blanes, and Pablo Blanes. The AI upscaling technology that gives the platform its name was created by Javi Lopez and Emilio Nicolas, whose startup Magnific was acquired by Freepik in May 2024; both founders remain with the company driving AI innovation.

Joaquin Cuenca Abela - CEO & Founder

Joaquin Cuenca Abela co-founded the company in 2010 and has served as CEO since 2018. Before Freepik/Magnific he co-founded Loquo (a classifieds portal sold to eBay in 2005) and Panoramio (a geotagged photo-sharing platform acquired by Google in 2007), after which he spent three years at Google as a tech lead. He has built the company into a profitable, bootstrapped, $200M+ ARR AI creative platform without raising US venture capital, and describes the emerging shift in creative work as the "no-collar economy."

- LinkedIn: linkedin.com/in/joaquin-cuenca-abela-905717a

Executive Leadership

Name	Role
Joaquin Cuenca	CEO / Founder
Alejandro Gomez	Chief Technology Officer (CTO)
Gary Lumsdon	Chief Financial Officer (CFO)
Javier Gonzalez	Chief Operating Officer (COO)
Jose Florido	Chief Market Development Officer
Luisa Mateos	Chief Communications Officer (CCO)
Martin Leblanc	Chief Experience Officer (CXO)

Omar Pera	Chief Product Officer (CPO)

Heads & Key Leaders

Name	Role
Ivan de Prado	Head of AI
Aly Khan	VP, Business Development & Partnerships
Claire Xue	Strategic Partnerships Lead
Glenn Wastyn	Head of B2B Enterprise EMEALA
Paula Vivas	Head of U.S. Marketing
Sofia Lopez	Head of Social and Community
Marta Sisi	Head of HR
Dani Pua	Head of Security
Issa Sissoko	AI Creative Consultant, Magnific Studios
Matias Zavia	PR and Communications Specialist

Company Founders (2010)

- Joaquin Cuenca Abela - Co-Founder & CEO
- Alejandro Sanchez Blanes - Co-Founder
- Pablo Blanes - Co-Founder

The company began as a search engine for graphic resources, born from the founders' own need to find quality illustrations, and grew into a global creative platform.

Magnific Founders (AI Upscaler)

- Javi Lopez - Co-Founder of Magnific (AI image upscaler); AI innovation
- Emilio Nicolas - Co-Founder of Magnific (AI image upscaler); AI innovation

Javi Lopez and Emilio Nicolas created Magnific, the AI image upscaler, enhancer, and transformer, in Murcia, Spain. The product went viral on launch - tens of thousands of signups in its first day - and was acquired by Freepik in May 2024. Both founders joined Freepik Labs to keep developing new AI tools, and their upscaling technology became central to the platform's identity and, ultimately, its name. Martin Leblanc, now Chief Experience Officer, joined through the acquisition of Iconfinder, which he founded and led.

Governance & Investors

European private equity firm EQT acquired a majority stake in 2020; Atwater Capital holds a minority stake, and Atwater founder Vania Schlogel joined the board. CEO Joaquin Cuenca retained his stake and continued to lead the company through the AI pivot and the 2026 rebrand to Magnific.

Press & Interview Requests

Leadership is available for interviews and media requests. Contact the Magnific Communications team at press@magnific.com (responses within 24 hours). Spokesperson bios, logos, and the full press kit are available at magnific.com/press.